

**Frequently Asked Questions about  
North Carolina's Plan to Address Obesity: Healthy Weight and Healthy  
Communities 2013-2020**

**January 23, 2013**

**Q. What is North Carolina's Plan to Address Obesity: Healthy Weight and Healthy Communities 2013-2020 (hereafter referred to as NC's Obesity Prevention Plan or the Plan)?**

A. The Plan is a call to action with specific strategies drawn from the best science has to offer to help North Carolina tackle one of its most devastating public health issues: obesity. It describes the problem, the costs associated with obesity to our economy, and offers solutions that even individuals can pick up and use. The Plan also describes how we will measure progress over the seven year span, 2013-2020.

**Q. Who is this Plan for?**

A. This Plan is for local governments and state government; the food and beverage industry; health care; child care; schools, colleges and universities; work sites; and faith based and other community organizations – that have the ability to help make healthy eating and active living easier for those they serve and employ.

**Q. Why do we need this Plan?**

A. The new NC Obesity Prevention Plan unites all stakeholders interested in obesity prevention across the state around one goal – making the healthy choice the easy choice when it comes to good nutrition and physical activity.

**Q. Why did we need to write a new NC Obesity Prevention Plan?**

A. Because the former Plan's objectives ran through December 31, 2012, and the obesity crisis continues to escalate, the state needed a new Plan. To align with the Healthy People North Carolina objectives, this Plan will be effective for seven years, 2013 through 2020. This new Plan is measurable and current based on available data and evidence-based strategies.

**Q. What's new or different about this Plan compared to older plans?**

A. This Plan is aligned with the Healthy North Carolina 2020 Objectives, released in 2010, and aligns with existing obesity prevention efforts ongoing across the nation and the world.

**Q. What role will my agency/organization be expected to play to help implement this Plan?**

A. Participation in Plan implementation is voluntary, though the hope is that any organization that employs or serves people will see implementation of the Plan goals and objectives as advantageous. It will take all sectors – government, for-profit and non-profit – working together to reverse the rising tide of obesity in our state.

**Q. How can my agency use this plan?**

A. Some organizations or agencies may have their own strategic plans for preventing obesity. Organizations are encouraged to review their existing plans to see where their plans align with the strategies in the NC Obesity Prevention Plan. If the plans do not align in any way, perhaps the agency can consider in its next strategic plan incorporating at least one strategy from the NC Obesity Prevention Plan. The strategies in the Plan are based on the best available evidence of what works to help people eat healthier and lead more active lifestyles.

**Q. Who Is the Eat Smart, Move More NC Leadership Team?**

The Eat Smart, Move More NC Leadership Team is a partnership of over 80 organizations who work to increase opportunities for healthy eating and physical activity.

**Q. Is this Eat Smart, Move More NC's Plan?**

A. While the Eat Smart, Move More NC Leadership Team, made up of 80 organizations, supports the Plan's goals and objectives, the Plan belongs to every North Carolinian. It will take all of us working together to make our state a place where healthy eating and active living are the norm, rather than the exception.

**Q. What will happen once this Plan is released?**

A. Once the Plan is released on January 24, 2013, it will be widely disseminated, and it will be adopted by the Eat Smart, Move More NC Leadership Team member organizations. These organizations will work toward achieving the objectives in the Plan within the purview of each organization's mission. The Plan will be used to communicate widely the need to prevent obesity, and the evidence-based strategies needed to do so effectively and efficiently.

**Q. What was the process for creating this new NC Obesity Prevention Plan?**

A. The Executive Committee invited the Eat Smart, Move More NC Leadership Team partner organizations to participate in the process through guided review of drafts of the plan and webinar sessions to gather input. In addition, updates on the development of the plan were the focus of regularly scheduled leadership team meetings.

**Q. How long did the process take?**

A. The entire process, from writing, editing, reviewing and then disseminating, took approximately 18 months.

**Q. What efforts were made to ensure that all potential stakeholders had a role to play in writing the new Plan?**

A. The writing team provided drafts of the plan to the Leadership Team for their input throughout the 18 month endeavor. In addition, webinars were held in June of 2012 for statewide input.

**Q. Who wrote the NC Obesity Prevention Plan?**

A. The Eat Smart, Move More NC Leadership was responsible for writing the Plan. The Leadership Team convened a committee to guide the process (a planning team) and convened a writing team of experienced authors from various agencies (the writing team). The writing team gathered the evidence from the scientific literature and recommendations from national obesity prevention leaders such as the Centers for Disease Control and Prevention, the Institute of Medicine, and others; gathered data; compiled and organized the strategies by sector; and wrote a draft. Throughout the 18 month process, a Planning Team and the Eat Smart, Move More NC Leadership Team Executive Committee, expert reviewers, and Leadership Team member organizations provided input and guidance. The authors collected the input, and finalized the document with the help of an editor.

**Q. How is the NC Obesity Prevention Plan framed?**

A. The framing of the Plan emerged out of the process of gaining input from various stakeholders and professionals working in the area of obesity prevention and treatment. There is an intentional focus on policy, systems and environmental approaches that make individual behaviors easier to achieve, based on the Socio-ecological model. Examples of this include child care regulations that discourage TV viewing and encourage healthy food choices for meals and snacks. Another example is communities planning neighborhoods with more sidewalks and bike lanes that connect people to destinations, making active transportation a safer and more enjoyable option.

**Q. Who will ultimately be responsible for implementing the NC Obesity Prevention Plan?**

A. The Eat Smart, Move More NC Leadership Team partner organizations will assume responsibility for the Plan's implementation.